

SUFFOLK COUNTY VANDERBILT MUSEUM

BOARD OF TRUSTEES

Minutes

A regular meeting of the Suffolk County Vanderbilt Museum Board of Trustees was held on April 19, 2006, in the Planetarium Lobby, Centerport, New York.

The following were in attendance:

Dr. Steven Gittelman - President
Daniel Olivieri - 1st Vice President
Susan LeBow - 2nd Vice President
David D'Orazio - Secretary
Maria Figalora - Trustee
Marjorie Kossoy Fuhrmann - Trustee
William Macchione - Trustee
Gretchen Oldrin-Mones - Trustee
Ronald Parr - Trustee
Dr. William Rogers - Trustee
J. Lance Mallamo - Executive Director
Bill Dieck - Staff
Mitch Spivak - Staff
Ann Marie Pastore - Stenographer

Absent:

Michael B. DeLuise - Treasurer
Howard Kleinberg - Trustee
Carl Luecke - Trustee
Dr. Anthony Pecorale - Trustee

Excused Absence:

Matthew W. Swinson - Trustee

(Dr. Steven Gittelman called the meeting to order at 7:15 p.m.)

DR. GITTELMAN:

I'm calling this meeting to order. This is a regular meeting of the Board of Trustees of the Suffolk County Vanderbilt Museum. There are no guests in attendance, so we don't require a list. Can I

have a motion from the Secretary to approve the minutes of the prior meeting?

MR. D’ORAZIO:

One correction to be made on the minutes. On the first page, the cover page it states Bert Seides is absent. Technically he wasn’t absent. His term had expired in December.

DR. GITTELMAN:

Had he been replaced at that point?

MS. PASTORE:

No, not at the time of the last board meeting.

DR. GITTELMAN:

If he had not been replaced, he’s what’s called a holdover. Technically he was absent as a holdover.

MR. D’ORAZIO:

Okay, then I move to approve the minutes of the meeting February 15, 2006.

MS. FUHRMANN:

Excuse me. I have a question.

DR. GITTELMAN:

The question comes after a second.

MS. FUHRMANN:

But it’s on the same thing he’s talking about.

DR. GITTELMAN:

Discussion still comes after the second. Do I have a second?

MR. MACCHIONE:

Second.

MS. FUHRMANN:

On page 41 Lance said that Bert had contacted him regarding an illness, yet it’s not an excused absence.

MS. PASTORE:

Whatever Lance said on the record is what I reflected on the cover page.

MS. FUHRMANN:

But in the body of the minutes he said that Bert had called him regarding –

MR. MALLAMO:

I don’t believe it was his illness.

DR. GITTELMAN:

I don’t know how important this is. I am certainly willing to entertain it, but how important is this really?

MS. FUHRMANN:

He had such a fine attendance record. It would be a shame to go out with his only unexcused absence.

DR. GITTELMAN:

Did Bert call you to say that he was ill?

MR. MALLAMO:

Apparently he did but I'm trying to remember which meeting it was. Maybe it was the last meeting he called me, and someone else was ill. Can you read the line? Do you have it there?

MR. D'ORAZIO:

Lance, you said, "Bert had a family illness tonight. I don't know the specifics."

MR. MALLAMO:

Family illness was not himself. I don't know –

DR. GITTELMAN:

I'm not trying to be over technical in the code, but I don't know that a family illness is in the code.

MS. FUHRMANN:

Okay.

MR. MALLAMO:

Actually, let's not belabor the point, but now I do remember it. That's how Bert phrased it to me. Certainly family members are included in the code; others aren't. I didn't know who it was he was talking about.

DR. GITTELMAN:

Why don't we give him the benefit of the doubt and give him an excused absence. That would be the simplest way to handle it.

Are there any other comments regarding the minutes? I have a motion and a second. All in favor? Opposed? Abstentions? **(Vote: 9/0/0/6 Not Present: Ms. LeBow. Absent: Mr. Kleinberg, Dr. Pecorale, Mr. Swinson, Mr. Luecke & Mr. DeLuise.)**

Public Relations Report, Todd Shapiro isn't here. Is there a Public Relations Report?

MR. MALLAMO:

I can report that we're in our Spring Fun Fest. We had some good PR on that. It was in many, many papers. I guess that would be my report. Do you have those with you, Gretchen? Did you hand those out?

MS. OLDRIN-MONES:

Yes, everyone has a copy of that. There is only one that wasn't zeroxed and that will eventually be passed around.

DR. GITTELMAN:

Are you going to pass that around during your report?

MS. OLDRIN-MONES:

Yes, and then there are three other write-ups that are under your folders.

MR. MALLAMO:

And there are some others that I neglected to put in here because I thought Todd would be here. He didn't contact me to say he wasn't coming.

DR. GITTELMAN:

Buildings and Grounds, Bill.

MR. MACCHIONE:

Buildings and Grounds, the two bathrooms in the main mansion, which are ADA compliant, are completed. That also doubles the capacity of what we had before. We used to have two toilets in each bathroom. Now we have four in each. The only thing really lacking is just a little touching up of some accessories inside the bathroom, but otherwise we're ready to go on that.

We have in progress a new deck over the existing tent platform. This new deck will reduce somewhat the change in elevation, the slope, which has made navigating the tent area very interesting. That's in progress. It was inspected earlier, and they're doing a great job on that.

This year there is a \$300,000 project for Normandy Manor. This project consists of a new heating furnace, air-conditioning, electrical upgrades, and ADA compliant restrooms. There is also scheduled work for the façade of the main mansion and also the revitalization of the waterfront area. We have several other restoration projects set up. So right now, that's what we're working on.

DR. GITTELMAN:

Any other questions or comments about that report? Development Committee, David.

MR. D'ORAZIO:

Marjorie, Dan and myself had a meeting last week or two weeks ago to go over some of the ideas that we have discussed at our previous Development meeting. We came up with some ideas. Marjorie has a handout, a synopsis of ideas. We've kind of gotten on the ball and started pinpointing where we want to donate our energy and point our energy toward making money for the Vanderbilt. Marjorie, can you hand that out so we can go over some of the items.

The first item is a casino night, a Monte Carlo Casino Night, that we were discussing at the last Development meeting. We looked into the possibility of having that here on the property. It doesn't seem to be a problem because we're not exchanging any money. It's donations and vouchers that are being exchanged.

We have met with a company. Actually, I looked into several companies. I work with some companies in other events that I do, so I know some of the companies in the area, some of the better ones. The one that really stood out was Event Pros. We had a meeting with them. I had one last week, and we also today walked the grounds with Lance with the representatives from the company and looked into the feasibility of having a casino night and what they can do for us.

They loved the idea of using the Vanderbilt for their corporate picnics. Space is lacking around here on Long Island for corporate picnics. These companies want different things. They want a change, and this is something that they think is exciting. Now that we have these walkways and we have the tent and the ADA compliant bathrooms, they are really excited about doing that, which can be done on a different day than weddings. So it might be a really good income maker.

Anyway, we have gone over the Casino Night, and we will pass around a handout that you can look at with that proposal. It's not a contract. It's just an idea of what they can go over. They think it will be an easy event to do. They are willing to donate not only material for the event but also reduce the price just to get in the door here and help the Vanderbilt. We will pass that around for people to look at. There is also a synopsis of what Event Pros does and some photographs. You can take a look at that. Casino Night will be on August 5. We could probably do either the same type of casino night every year or do a different theme every year. The world is our oyster on that.

The second idea Marjorie brought up, and we thought it was a great idea. I think Dan thought it was a pretty good idea, and that is a Bluegrass/Folk Festival out on the lawn. It could be a two-day event, depending on what kind of turnout we can get as far as players, instrumentalists, and whatnot. Marjorie has really been taking the ball on that one. She has made some headway. We spoke to Buddy Merriman, a disc jockey. Is there anything you want to add to that, Marge?

MS. FUHRMANN:

No.

MR. D'ORAZIO:

If the board likes the ideas, then we can move forward on some of these issues and really get these things done. Casino Night is just a matter of us going over agreements and contracts, setting it up, and going ahead with it. Obviously, we all have to look at it and agree on it.

It's not feasible for this spring but possibly next spring or this fall, we're thinking about the first annual Vanderbilt Cup Road Rally, which would probably start here at the Vanderbilt and end up at Bald Hill and have some kind of festival up there, swap meet or car show with maybe some entertainment and share the proceeds with the promoter on that. Again, it's not a big outlay for us of money. We're trying to do events that we don't outlay a lot of money for, but we can bring in some substantial amount of money.

Another idea that Marjorie has brought up that we thought was kind of interesting. At first we were a little set back but then we started thinking about it, and it really kind of came to fruition – a Monopoly tournament for bragging rights among real estate firms on Long Island that would be sponsored by Hasbro. That's on the Development Report. Do you all have a copy of the Development Report? We would have to contact – I guess it's Hasbro that has created Monopoly. Steve, if they would actually sponsor this, there is a good possibility we could talk them into this.

MR. MALLAMO:

I thought it was Parker Brothers.

MS. FUHRMANN:

Parker Brothers sold the rights of Monopoly to Hasbro, which is the company that relocated from Long Island to Rhode Island. It used to be located on Long Island, so I'm hoping that they will –

MR. D'ORAZIO:

We're talking about some type of event where maybe Hasbro will sponsor-

MS. FUHRMANN:

We have some geography tie here, and I was going to use that to try to snag them.

MR. D'ORAZIO:

At first it sounded a little frivolous, but as you think about it –

MS. FUHRMANN:

They thought I was crazy, actually.

DR. GITTELMAN:

It's a great idea.

MR. D'ORAZIO:

As you think about the idea, you can get Hasbro to give us a substantial sponsorship to pay for our expenses. Obviously, they would give us the games, and then we could do a weekly event where each company would put in \$100 a person.

MS. FUHRMANN:

I thought it should be a very low entrance fee from the real estate firms because you can win a lot of firms in the beginning because it's a round-robin kind of thing and you build to a championship game. Each firm would put up their best monopoly player.

DR. GITTELMAN:

You can also diversify it, I'm sure, by not just doing it with real estate firms, but you could do politicians. You could do –

MS. FUHRMANN:

I think Dan suggested having Schaffer challenge Suozzi to a game, but I think perhaps they may be a little busy right now.

MR. D'ORAZIO:

The reality of it is that there are a lot of real estate agents out there.

MS. FUHRMANN:

We thought we would start with the real estate firms because it was a natural, and there are a lot of real estate firms on Long Island.

(Ms. LeBow entered the meeting at 7:30 p.m.)

MR. D'ORAZIO:

And for \$100 a night to send somebody to the event, it should be pretty interesting. It would be ongoing and draw some publicity and pull some publicity into the Vanderbilt. It's not just about raising money, but it's about raising awareness and getting people here.

MS. FUHRMANN:

We just might be able to get some partnerships out of these real estate firms because the Vanderbilt should be a selling point for real estate firms on Long Island. It's a cultural point on Long Island. They should know we're here, they should know what we are, and they should use us as a

point to sell homes. I don't know if they do, but perhaps they're not that aware of what we are. This may be a good way to bring them into the fold.

MR. MALLAMO:

I recently spoke to the Long Island Board of Realtors, the Huntington Chapter, on the museum and encouraged them to give memberships as part of their gift to the new homeowner. They were very enthusiastic about the museum. I think they would be very open to this idea.

MS. FUHRMANN:

We just need to get Hasbro to buy-in.

MR. D'ORAZIO:

Which I don't think will be a problem. We can take care of that.

MS. FUHRMANN:

Someone who has pristine games unopened has offered games to be used. The seal would be broken at the games. My son collects monopoly games. He said we could use some his games that he has never used. He has games in all different languages so we could get in foreign realtors at some point if we wish. They could grow and be a lot of fun.

MR. MALLAMO:

Sounds like fun.

MR. D'ORAZIO:

The fifth item was the food and wine expo. Basically we're just touching on this now. We will be looking further into that particular idea. That's always a good idea for a place like this, a high end type of atmosphere which usually draws that kind of crowd.

DR. GITTELMAN:

What about following through on the event that you had last year? Are we abandoning that?

MR. D'ORAZIO:

The Night at El Morocco?

DR. GITTELMAN:

Yes.

MR. D'ORAZIO:

I don't think we should do the same theme every year. You could disagree with me, but people get bored of the same type of thing every year. We were hoping this year the casino night would be the big one.

DR. GITTELMAN:

I found out which table was his.

MR. D'ORAZIO:

Was whose table?

DR. GITTELMAN:

Willie always had table two in the nightclub El Morocco.

MR. D'ORAZIO:

That doesn't necessarily mean that we won't come back to it, but I think this year the casino night is really what we – the amount of time we have to work on all these events, we have to be realistic. Let's let a company take this and make some money for us.

DR. GITTELMAN:

So what do you need from us tonight, and what do you need between now and the next meeting?

MR. D'ORAZIO:

What we need from the board tonight is your blessing to go forward with these events, at least move forward with calling these companies to see if we get sponsorships, calling these entertainers, and also moving forward on the Bluegrass Festival. We need to take the next step. Right now we have the ideas, but we need to go a little further with it to see if these people would be willing to work with us. As far as the casino night, we need to go into executive session and talk about that. I would like to come out of that tonight moving forward saying, "Yes, we're going to do this," or "No, we're not going to do this." That is something they have to plan. That's going to be a bigger event.

DR. GITTELMAN:

Okay, so you're saying you want to go into executive session?

MR. D'ORAZIO:

Yes, I think that would be the best thing for us to do at this point.

DR. GITTELMAN:

Can you state the purpose of your executive session?

MR. D'ORAZIO:

I'd like to go into executive session to discuss the "Casino Night at Monte Carlo" regarding pricing and contracts and to see if it's acceptable to the board or to see if we have any suggestions.

DR. GITTELMAN:

So it's a contractual issue. Okay. Do I have a second?

MR. OLIVIERI:

Second.

DR. GITTELMAN:

All in favor? Opposed? Abstentions? We will go into executive session. **(Vote: 10/0/0/5
Absent: Mr. Kleinberg, Dr. Pecorale, Mr. Swinson, Mr. Luecke & Mr. DeLuise.)**

MS. FUHRMANN:

Can I add something else we can use from the board at this time?

DR. GITTELMAN:

Yes, Marge.

MS. FUHRMANN:

People should start thinking about their friends who might like to come to this event who would buy tickets to this event. Another thing we were thinking of doing is at events like this, the roulette wheels, the tables are all sponsored by corporations and/or individuals. We really need support from the board this year, as we have had in past years as far as buying tickets and getting corporate and individual sponsorships.

MR. D'ORAZIO:

Why don't we go into session and we will bring that up and discuss it.

MS. FUHRMANN:

Well, that can be said in open session.

DR. GITTELMAN:

Well, what I would ask in addition to that, since this is still the Development Committee, I would ask other members of the board who have interest who would be kind enough to join in what was supposed to be a seed group to get ideas started, would join in and help it to pick up momentum.

MR. D'ORAZIO:

Well, we have other things for them to do, too.

DR. GITTELMAN:

Right, but it wasn't supposed to be just three people. It was supposed to grow at each meeting, so I'm asking for that growth. Is there anybody who would be kind enough to volunteer?

MS. FIGALORA:

I will.

DR. GITTELMAN:

Thank you, Maria. Okay, we will move forward. We got one more person and we will try to recruit a fifth. Is there anything else?

Howard Kleinberg called me, and he did what I asked, which was to refer people. He made a very good referral, one of the local banks. I already spoke to them. Howard gave me the referral on Monday, I believe it was, and I have spoken to them. They are very excited. They are going to come down. They are bringing their team for a tour. They were talking about budgets. I suggested to them that what we need to think about is what does the bank seek to achieve here at the museum. They said, "Yes, that would be very good." So they're going to get back to me with a couple of dates.

At this point, it's going to be Lance and I who will meet with them. If Howard wants to join us or anyone else does, we will meet with them and carry it forward. What I am seeking from all of the trustees is the same type of referral. The process, at least in Howard's case, is they gave me the referral. I followed through in it. They were very pleased and they seem to be excited about the prospects. I would be glad to follow through on any other referrals that anybody wishes to make, if you let me know. That can be as helpful as writing a check. At this point now, they will be coming down. He is putting his team together. They have an officer within the bank that works on philanthropy. They are looking for a local institution, particularly they have been working with the Cradle of Aviation. They would like to work with an additional institution. I'm very pleased.

MR. D’ORAZIO:

That’s great.

DR. GITTELMAN:

I wish Howard was here so I could pat him on the back but he’s not here, so I can’t do that right now. But he better read the minutes to see what happened.

MR. D’ORAZIO:

Additionally, do you want me to finish the Development Report before we go into executive session?

DR. GITTELMAN:

Sure.

MR. D’ORAZIO:

There are just a couple of other things. We still want to continue on with board members, and I have that written down here, as far as bringing contacts to the table, just as you said. Anybody who knows somebody who may be interested, even in these sponsorships, they’re not going to be expensive sponsorships, as we will talk about them later. We need people on the board to come forward with sponsorships, whether it be themselves or companies that they deal with. They won’t be very expensive, but when you put them all together, they’re going to make the event.

Additionally, I wanted to talk about the website, and this is to Lance. This really falls in the development form, and it would probably be beneficial for us to add a donation space on our website. Is there something on there for someone to donate to the Vanderbilt on the website?

MR. MALLAMO:

No.

MR. D’ORAZIO:

And also in any membership renewals or membership forms, there should also be a spot I think where people can add additional donations. It doesn’t cost anything to have it on there when you reprint or put it on the website. You just might get some donations.

MR. MALLAMO:

Good idea.

MR. D’ORAZIO:

I think for now, that’s pretty much it.

DR. GITTELMAN:

Well, let’s see how these committees go. I know that you said to me that you have to leave at 8:30, so we want to have the executive session before that. Let’s see how Education and Exhibits goes along and then we’ll see where we stand. If that’s the end of the Development Report – are there any other questions on Development? If not, Education and Exhibits.

MS. FUHRMANN:

I’m going to be doing the report tonight. Education and Exhibits Committee celebrated the success of the Winter Fun Fest with staff where \$49,500 was raised. Plans were made for the money set

aside for a new course in meteorology and for what advertising will be bought for programs during spring and over the summer. It was agreed that the most effective advertising was by radio and especially Radio X94.9. Flyers are expensive but effective, too, but it was agreed that most of the money that was set aside for use by the committee would be used for radio.

We're circulating a number of items for the trustees to review while I'm talking to sort of speed things along. A couple of them I'm going to highlight for you. There is a letter from Margaret Finne of William Floyd School District complimenting Stephanie, Beth and Lorraine of our staff for their continuous help in developing programs for her district students. I'm going to quote just one line from the letter. "They are three of the most amazing and generous people I have met in the education field."

We are also passing around a press clipping from the Fun Fest, the Huntington Tulip Festival, Gold Medal Plants, and a NASA postcard and bookmark that were handed out during an educational program we had here. In your folders are many other handouts, including one on the current "Lift-off Space Art Gallery Show," which is currently running through June 23. It's actually over in that corner over there. You have a brochure that you can look at the artwork while reading about the artists. You have schedules for the planetarium, laser shows, Arena Players Theater, as well as the summer and fall workshops, if you care to come down and take a look.

Moving on, we were fortunate to receive a great deal of coverage for the Winter Fun Fest. On Thursday, March 31, News 12 did a piece on our laser show, and we took in \$1,200 on Friday for the laser shows. There is a direct correlation. Thursday they did the piece, and Friday we took in more money than we generally do. They surveyed the audience that was present on Friday, and it turned out that 89 people who were there had heard about it on News 12 and would not have come down if they hadn't heard about it. Beth, Dave, and Florence were on Channel 18. Posters were put up around Northport by Florence. *Long Island Pulse* gave us free advertising. The article is being passed around – no, it's in your folders, excuse me.

Stephanie created brochures and News 12 covered our event all week on the Fun Fest. We can't count on all of this free advertising in the future, but *Northport Times* has been very generous of articles and there is another article scheduled for the *Northport Times* on our depression glass collection in the near future. We may be able to get into the *Huntington Pamphlet* as well, which is another publication that is distributed in this area. Generally, we need to create our own coverage. As the profit indicated, advertising works. Staff feels that this drop-in format was successful. We will be repeating it in the mid summer Fun Fest tentatively scheduled for June 24 through July 2 and the Fall Fun Fest not yet scheduled. We also want to thank Dairy Barn for their donation of milk cartons that were used to create the birdhouses that were built during the Fun Fest. Subway Sandwiches were also pleased with the turnout and their profit for the week. As you can see, they have established themselves in our lobby here.

During this week, we also hosted "Breakfast with the Bunny and Chick," which was a sold out event. Other special events during this time were a solar eclipse show, where 468 students and teachers were here for the live feed and received a handout from NASA. That's that postcard and bookmark that's being passed around. Mill Pond School with ASCLI held a reading program event here. It was so successful that their PTA would like to hold fundraisers here and share the funds with us under site use.

One of the paintings from the "Lift-off Space Art Gallery Show," which, again, is that one in the corner over there, is now ours to be auctioned in the future. "Open Sky," a new planetarium show,

has been opened also.

The cycling program, which Dave, a member of our planetarium staff, has created, is continuing and continues to grow in success. I have an interim report on the Spring Fest. So far the Spring Fest is still ongoing and it will continue through this Sunday, the 23rd. So far we have collected \$30,000 in revenue for the week and a half it's been going on.

Not all is well in the planetarium, unfortunately. The CRT, the main video projector, should be replaced. The image is dim. The cost is projected to be between \$15,000 and \$65,000. The variation is due to the type and quality of the type of replacement unit. The Goto projector is in need of routine maintenance, and the speakers need replacing. They cost \$15,000.

One of our local summer camps is advertising that they will be taking their campers to our planetarium as part of their summer program. To accommodate this anticipated crowd and our audience, staff has come up with the idea of creating two permanent classrooms, one for dinosaurs and one for the space program. They will be decorating the rooms themselves with material from their supplies and donations. Lorraine is looking to hire interns for the summer. Beth, our Educational Director, and the Director of the African American Museum in Hempstead are both conducting educational workshops at the next LIMA meeting using the theme of video conferencing. We are participating in the Sweet Briar Crafts Fair in June and the Huntington Tulip Fair in April. Again, the Huntington Tulip Fair brochure is going around the room.

During our Mid Summer Fun Fest, we will be having an artist in residence for four days. Her book is available in our gift shop as well. The translations of our brochures into Spanish, Russian, and Japanese are going through. Our guides are varying house tour scripts to create interest and repeat visits, so they're not saying the same thing over and over again.

Our program, "Vanderbilt Women," is being booked by local libraries. Florence is currently appraising our literary properties using Past Perfect Software. She will be meeting with a fellow in May who wants to recreate Willie K.'s journeys. He is going to re-sail everywhere that Willie K. sailed. I thought you would find that interesting. No date has been set for the meeting as yet. Brie, last summer's intern, has returned and will be staying through the summer.

Eric, our horticulturist, has been working on the tent platform and has not been able to do as much work in the garden as he would like. The Centerport Garden Club has taken up some of the slack and has mulched Normandy Manor and the rose garden for him. There have been plantings of zinnias at the eagles and at the sundial, dahlias and other plants at the Islamic garden. The Long Island Gold Medal Plants, which the brochures are being passed around, are being planted at Normandy Manor. A four-season garden is being planted at the t-pool. Long Island native plants are being identified throughout the wood walks. More work is planned for gardens over the summer.

Lastly, Stephanie was contacted by Mr. Lubeck, who was a member of the Stoll McCracken Expedition of 1928. This was sanctioned by the American Museum of Natural History and published. The name of the book is "Tuffy, Bulldog of the Artic" published by JB Lippincott & Co. He has donated many items to us, among them, a walrus tooth scrimshaw, mastodon tooth, ivory tusk bracelet, snow blindness goggles, a pre-historic hammer, a walrus skin boat, a 1910-20 basket from Alaska, a bronze Russian icon, and a whale inner ear and tooth. The ship, the Morrissey, was renamed Ernestina and is now in New Bedford, Massachusetts. It has been restored. Stephanie has been in contact with the American Museum of Natural History concerning this donation. She is

going to go in and check their records, because they have all of the documentation regarding this voyage.

At this time, we would also like to thank Gretchen for her donation of seven projectors for the planetarium, 50 laser pointers, which helped the people during the planetarium shows with the students, and supplies, and Tony, myself, Dan, and JP Morgan Chase who have paid for translating brochures into other languages for our international visitors and Steve and Marjorie for their loans to further the educational programs.

That's the end of our report. Does anyone have any questions?

DR. GITTELMAN:

Okay, there are no questions. I met with the folks from Cornell. I don't know if some of you realize it, but we have what has developed into a very productive marine station in the boathouse. It started out some years back as a three-person experiment and there are now scientists working there. I had the occasion to speak with them. They e-mailed me the publications as they are coming out. I spoke to them about how we could advance our relationship since there is a tremendous amount of knowledge down there, this tremendous amount of resources up here, and the tremendous amount of knowledge. They are very interested in partnering to do educational programs.

For example, if we were to turn over the first floor of the museum for evening programs, it would be almost an instant classroom. Knowing the staff like I do, I know that they would almost be ready to give a marine sciences program off the cuff, which could be quite useful for various audiences. I want to make sure that this doesn't conflict with our existing programs. What I would like to do is ask the Educational Committee to meet with them, with Lance, the Director, to advance the concept of doing joint programming with Cornell. One of the possibilities is where we do teacher education to further those programs. I think there is a good revenue source there. I would like to see us explore that as quickly as possible. They are very interested. I'm going to meet with their Executive Director to go out to lunch just to explore the possibility and whatever else they have in mind, and we'll go from there. So if you folks would pick it up, I would appreciate it.

MS. OLDRIN-MONES:

Lance, do you think we could meet with the staff this Friday maybe around 3?

MR. MALLAMO:

This is probably not a good week because of all the Spring Fun Fest activities. We have cancelled all of our meetings this week because we're spread thin. A lot of people went on vacation in one of the two weeks but maybe a day next week. Could we do it next week? That would be better.

MS. OLDRIN-MONES:

I'm going to be away for ten days, but maybe we could get together later and pick a date.

MR. MALLAMO:

Okay, I'll look into it in the morning. If we can, I will give you a call or send you an e-mail. I have to see who is going to be available on that day.

DR. GITTELMAN:

In addition to that, I think Lance will go over during his report that Cornell has a contract that's up for renewal. I think that the educational programs and their site use contract ought to be brought

together. In other words, if they're going to have site use, then we should also discuss with the education programs and let's get this going. If and when the waterfront opens up, they also represent natural partners for us to exploit certainly marine programs along the waterfront, since they are running an active marine station. If you haven't been there, you ought to go because it's – I don't know who has or hasn't, but it's got all the feelings of a normal marine biological laboratory. Salt water is being pumped in and horseshoe crabs swimming around. It's real stuff. It's kind of nice. They are a good group to work with. They're growing, and they want to grow with us. You guys lead the charge on this, if you will. Yes, Marge.

MS. FUHRMANN:

When you say a meeting of the Executive Director, do you mean Matt down there or do you mean the Executive Director of the Cornell Cooperative Board?

DR. GITTELMAN:

Tom is the Executive Director for, I imagine, Long Island.

MR. MALLAMO:

Yes, the Long Island region.

DR. GITTELMAN:

The Long Island region. And he's asked me to go out to lunch with him many times. I have said to him it would be a good idea if we went out to lunch. We're finally doing that, and since Matt and I forget who the third one is –

MR. MALLAMO:

Chris Smith.

DR. GITTELMAN:

Yes, Chris Smith. When I spoke to Chris and Matt, they were all excited about these programs, but I wanted to also run it by Tom to see what his broad view for the future is. He is the Executive Director. He would be the equivalent of not for our site but for Long Island. I guess Matt is the equivalent of the Executive Director for our site.

MR. MALLAMO:

Right. Chris Smith is the Director of the Marine Science Program at Cornell. Tom Williams is the Executive Director of the whole operation.

DR. GITTELMAN:

Right, so I was meeting with Tom just to talk broad philosophy as to what our future could be together. They run the Suffolk County Farm, for example.

MS. FUHRMANN:

Right.

DR. GITTELMAN:

Which is not something that we are definitely involved in but maybe we could be. Maybe we want to be. Who knows. It's worth talking to them.

MS. FUHRMANN:

You're not talking about their Board of Trustees, though, are you?

DR. GITTELMAN:

No, I'm not talking about their Board of Trustees. I'm talking to their Executive Director. I have met with their Board of Trustees as well in the past.

MS. FUHRMANN:

No, I just didn't understand exactly who you were talking about.

DR. GITTELMAN:

So I would appreciate it if you would run with that.

MS. FUHRMANN:

Okay.

MS. OLDRIN-MONES:

Thanks for starting the conversation with them because it's something that we have been wanting to do.

MS. FUHRMANN:

And we've been hearing in our committee meetings from staff that they would like a dialogue started with Cornell.

DR. GITTELMAN:

Well, they're on our campus, so there has to be dialogue.

MS. FUHRMANN:

Yes, definitely.

DR. GITTELMAN:

There is a request for an executive session, and there is also a timing problem with that. What I'm going to ask for is if the Education and Exhibits Report is finished –

MS. FUHRMANN:

It is.

DR. GITTELMAN:

That we go into executive session. One of the things that has to be – we do have an insurance issue, which we have to discuss, so I will ask for an executive session on that. Do I have a motion?

MS. FUHRMANN:

Is that the other thing here? This thing?

MR. MALLAMO:

Yes.

DR. GITTELMAN:

Yes. I have requested it. Can I have a second?

MS. FUHRMANN:

I'll do that.

DR. GITTELMAN:

All in favor? Opposed? Abstentions? We will go into executive session. **(Vote: 10/0/0/5 Absent: Mr. Kleinberg, Dr. Pecorale, Mr. Swinson, Mr. Luecke & Mr. DeLuise.)** I'd like to do both of those items now. All of our guests can take a break in the back room.

(Executive Session 7:55 p.m. – 8:40 p.m.)

DR. GITTELMAN:

We're back in session. Thank you. Do you want to start with a motion, David?

MR. D'ORAZIO:

In terms of accepting this fundraiser?

DR. GITTELMAN:

Conceptually we're going forward with this –

MR. D'ORAZIO:

I will put on the table a motion to accept the concept of a "Night at Monte Carlo Casino" event. I'm asking for the board's permission to move forward with that type of fundraiser tentatively. I believe the date is August 4, 2006.

MS. FUHRMANN:

The 5th.

MR. D'ORAZIO:

It's the 5th?

MS. FUHRMANN:

Yes.

MR. OLIVIERI:

I'll second it.

MS. FUHRMANN:

The date is August 5.

DR. GITTELMAN:

Fine. Is there any discussion? All in favor? Opposed? Abstentions? **(Vote: 10/0/0/5 Absent: Mr. Kleinberg, Dr. Pecorale, Mr. Swinson, Mr. Luecke & Mr. DeLuise.)** It carries unanimously.

Finance Report.

MR. MALLAMO:

Yes, Carl and Michael aren't here. We did have a Finance Committee meeting the week before last. The Treasurer's Report is in your packet. Our cash flow remains very tight but we're starting to see a little bit of improvement in our cash flow. We are cautiously optimistic.

We have spent a great deal of time at the committee meeting touring the site and going over the site use and revenues for 2006, which are up from 2005. The committee spent some time

evaluating the tent site, the tent site for next year, as well as new site use areas that could be developed on the property for smaller parties. I think we will have a future report on that. It was a very productive meeting. I think they were very comfortable with fully understanding what the issues are here related to site use. It was a very productive meeting.

I will move on to my own report. As many of you have already looked at, our 2007-2009 recommended Capital Budget came out last week. Just for your information in looking at that, the first column in the gray where it says 2006 adopted, that's what's in the budget for this year, funds that we're going to be moving to have appropriated. The center portion in white is what we requested for the next three years. The portion to the right with the gray heading is what was recommended by the County Executive for the next three years. I'm rather pleased that most of the projects that we had in have been recommended just as they were presented or with minor modifications.

The next item is the Cornell Cooperative Extension contract. I have a copy in your file, or rather a draft copy. Matt from Cornell made some comments that are on the front page. The real difference between this contract and the last is the first item. In the last contract the museum paid the utility bills for Cornell. When we wrote that contract, the boathouse was a vacant building, and we were paying the utilities anyway. But with the past five years, the price of utilities has escalated dramatically. The equipment at that facility has not been updated yet. It is costly to operate. I had requested that Cornell assume the cost of the utilities, and they have been able to develop their revenue flows in a manner over the past five years where they feel that they are able to do that. Also in item two was we're agreeing annually on a revenue scheme for their on-site programming, which when they were beginning their programming we didn't charge for certain use of facilities, but now we will be doing that. When they use the planetarium for a program, we will be charging for the next year two fifty per student in that program.

MS. LEBOW:

And this is a one-year contract?

MR. MALLAMO:

We are proposing it as another six-year contract.

MS. LEBOW:

Six-year contract.

MR. MALLAMO:

Right. I'm sorry, it's a five year with an option to renew.

MS. LEBOW:

Are there any built-in increases for any costs that we can keep fixed? They're taking over --

MR. MALLAMO:

Right. What we did say is that subject to agreement, and we had this in the last contract, this was an agreement between the Director and Cornell. When they make capital improvements, what we have had in the past is they could apply that toward fees that they owed us. That's why he's listed on this separate sheet, and I will verify this. I have gone over this with them, and I have seen the bills. They have paid since they have been here about \$28,000. In fact, I think it's actually close to about \$30,000 in improvements to the building. When they got the building, it was in pretty rough shape. They have really made it very, very attractive and livable and safe. There are upgrades that

have to continue to be done. We have allowed that in here, that that could be applied because it is our building. It's a capital improvement. If we can't afford to make it –

DR. ROGERS:

Well, they're getting the benefit of the improvements.

MR. MALLAMO:

Yes, they are.

DR. ROGERS:

So why shouldn't they pay for it?

MR. MALLAMO:

I guess because if we tell them to go, we keep the improvements.

DR. GITTELMAN:

Do we have the right to cancel?

MR. MALLAMO:

Yes, we do.

MS. LEBOW:

What's your termination right, that either side may cancel?

MR. MALLAMO:

I'm just looking to see where that is.

DR. GITTELMAN:

I think there are a couple of issues on my mind when it comes to this one. I would really prefer to look at a cost benefit analysis. They're growing. There are nine of them in there. How has the contract worked for us in the past term? How might we seek to change it with perhaps different programming considerations in mind? I'm not clear that the financial benefits that we're getting out of this are adequate. I'd like that to be evidenced to the board before we approve it. With that, I would like to kick it to the Finance Committee.

MR. MALLAMO:

Okay.

DR. GITTELMAN:

I'd like the Finance Committee to go over it. I would like it analyzed. We might be negotiating with Cornell.

MS. LEBOW:

Steve, there is a provision in here, at the option of the museum, may provide other incidental services, such as maintenance, repairs, I guess maybe even protection, security. Do we bill them for that, or is that our responsibility?

DR. GITTELMAN:

Susan, I feel we ought to be looking at this whole agreement from clause one to clause last. I think

we should be visiting the relationship. They have gone through a successful launching. There was one and two, then three, now nine. I think that they are a growing resource and that we should visit our relationship with them, how we would like to see it move forward and whether financially it's structured the way we need it to be. I just don't want to walk into a contract without thinking over –

DR. ROGERS:

I agree.

MS. LEBOW:

I agree with you.

DR. GITTELMAN:

I'm not only speaking of contractual issues. I'm also thinking of philosophical issues.

MS. LEBOW:

I know. Did you just take an old –

MR. OLIVIERI:

Look at Exhibit A.

MR. MALLAMO:

This is really the exhibit that we have now, the agreement that we have now.

MR. OLIVIERI:

Look at Exhibit A, paragraph one.

MS. LEBOW:

Okay, there you go.

DR. GITTELMAN:

Even though there is a right to cancel, I would still like to have this reflect the intent of our current intent. It may be the perfect contract, but is it reflecting what we want?

MS. LEBOW:

You're not talking about the provisions of the contract. You're talking about what we should charge and what's covered in here.

DR. GITTELMAN:

I think that they have had a successful launch. We really couldn't charge them much when they weren't in existence. Now they are in existence, and maybe we want them as more vital partners. There should be more revenue sharing, and we should visit it. I think it goes under both Education for a philosophical viewpoint, and I think it goes to Finance for a contractual look.

MS. FUHRMANN:

In our meetings with Education and Exhibits they have for months been saying that they know that they have lost schools, Cornell, that have come here for years for our educational programs. That's just for an example. These are things to be taken into consideration on this renewal.

DR. GITTELMAN:

I think that's a good point, that all elements should be taken into consideration. We have a successful relationship with them, as far as we know. I think we do.

MS. FUHRMANN:

I think we do, too.

DR. GITTELMAN:

And I think that we should revisit the contract for a healthy thought process and then move forward. Yes, this was a Director's contract, but now I think it should be elevated to a board contract, which can be signed by the Director, but I think we have to be involved.

MS. FUHRMANN:

Yes. I think that it would not take a great deal of work to direct the educational efforts of the Cornell Cooperative and our educational staff to more complement each other in terms of the course offerings. I think in some instances we actually actively compete against each other for the same audience, particularly in the summer.

DR. GITTELMAN:

I think we have to visit that.

MS. FUHRMANN:

I do, too. I think it's an excellent idea to visit that.

DR. ROGERS:

I think the board realizes that we operate here in a deficit at this point. If there is any way that we can get assistance from this contract, if they are successful, we should be successful and we can partake some of the revenue because we need it. We can't go on raising funds to support them.

MS. FUHRMANN:

They have things that we can't possibly offer. They have the water. They have live animals, live marine animals, and that's a big attraction in the summer.

DR. ROGERS:

If they're successful, we should partake in some of that. After all, it's our facility.

MS. FUHRMANN:

For lack of a better expression, and it's a terrible cliché, but I think that the staffs need to play better together. There may be instances where perhaps cooperative teaching may be something we should explore.

MR. MALLAMO:

Yes.

DR. GITTELMAN:

Absolutely.

MS. FUHRMANN:

Teach together, not against each other. I don't know if that's really ever been explored at all.

DR. GITTELMAN:

I think it belongs in Education and Exhibits and also Finance.

MR. MALLAMO:

Okay, so we'll take it up in both.

DR. GITTELMAN:

Please.

MR. MALLAMO:

Okay.

DR. GITTELMAN:

Unless there is an exception to that. Nobody is voicing an exception to that, so let's do it. Lance, do you have anything else?

MR. MALLAMO:

No, that's it.

DR. GITTELMAN:

I know I mentioned it before, but I'm going to mention it again. Don't hesitate to call me. If there is a person you met at a convention or at a talk that has an interest in the museum, I won't be shy. I'll call them up and ask them out to lunch. Maybe we can all go together and make a new friend for the museum. I'm really looking for trustees to share people that could help us. I know Lance and I are willing to spend the time with people that are referred to us or by all means brought to us with you. I'm going to make that point. That's my whole report.

I'm grateful to Howard Kleinberg for doing this. I hope something comes of this. We'll go from there. Is there any old business? This is old business. Trustees who feel the need to just talk, you've got my phone number. Call it. If you want to get together, I'm available. Don't wait for me to call you. I would like to sit down with any trustee who has an issue or if you just want to chat. So please give me a call. I sometimes feel like – there are some of you I haven't reached out to. It goes two ways. Is there any new business?

DR. ROGERS:

I don't know if this is new business or old business, but we have had discussions about the audio system and if we had some specific plans or if we had some alternates, I would like to know what the funding is to be required. Perhaps I can be of some assistance to get it started.

DR. GITTELMAN:

That's wonderful.

MS. FUHRMANN:

Are we talking about the –

DR. GITTELMAN:

Yes.

MS. FUHRMANN:

The \$50,000, I believe.

MR. MALLAMO:

I'm just waiting for an update from the company we have been speaking to, Bill. As soon as I get that – I should have it in the next couple of days – I will give you a call and get it over to you.

DR. GITTELMAN:

They have given us a variety of proposals. I think they range from \$50,000 to \$60,000 and up, depending on what we do with them.

MS. FUHRMANN:

That would be an exciting addition.

DR. GITTELMAN:

Yes, that would be an exciting addition. Thank you.

DR. ROGERS:

I will fund one part of it. Maybe we could get other sponsors to help fund the rest of it.

DR. GITTELMAN:

That will certainly bring this place to life.

MR. PARR:

I will help with that, also.

DR. ROGERS:

We have a volunteer.

MS. OLDRIN-MONES:

That's wonderful.

DR. GITTELMAN:

How wonderful. Thank you.

MS. FUHRMANN:

Thank you both.

DR. GITTELMAN:

That's a big plus. Ron, do you know what we're talking about specifically?

MR. PARR:

Yes, I do.

DR. GITTELMAN:

We need it desperately. For people to be able to walk through exhibits here and be able to identify something and dial it in and find out what everything is –

MS. FUHRMANN:

Yes, and even on the grounds.

DR. GITTELMAN:

On the grounds or in the mansion, it's phenomenal. I thank you both. That's great.

DR. ROGERS:

It's up to you, Lance.

MR. MALLAMO:

Okay.

MS. FUHRMANN:

I just have a bit of some old business.

DR. GITTELMAN:

Yes.

MS. FUHRMANN:

The telescope, did you ever get the information you needed?

MR. MALLAMO:

Yes, it's underway. I think it came in \$17 over budget. I think we can spring for that.

DR. GITTELMAN:

I'll split it with you.

MR. MALLAMO:

I'll cover that, Steve.

DR. GITTELMAN:

The money you loaned, Marge, you're getting it back.

MS. FUHRMANN:

I'm getting it back?

DR. GITTELMAN:

Yes, you're getting it back.

MS. FUHRMANN:

I just paid my taxes, so that's nice.

DR. GITTELMAN:

Thank you very much, Marge.

MS. FUHRMANN:

My pleasure. So we got the piece fixed?

MR. MALLAMO:

Yes.

DR. GITTELMAN:

And the money I loaned I'm getting back, also.

MS. FUHRMANN:

That's even nicer. You loaned more than I did.

DR. GITTELMAN:

Do we have any more new business? We already had our executive session. Can I have a motion to adjourn?

MS. FUHRMANN:

Motion.

MR. OLIVIERI:

Second.

MR. MALLAMO:

One more thing. We have one excused absence, Matt Swinson.

DR. GITTELMAN:

We have a meeting in a month. We have to have momentum. We all have to have some form of momentum moving toward whatever you're working on. Let's make sure that we keep advancing progress toward those projects. The next meeting is a meeting for development purposes only. We took a big leap tonight, and I thank you both. You're incredible. But the next meeting is a Development Meeting. We have to be moving forward on events. We have to be moving forward on how to expand programming, etc. The last meeting was great. We have a motion and second to adjourn. All in favor? Opposed? Abstentions? **(Vote: 9/0/0/6 Not Present: Mr. D'Orazio. Absent: Mr. Kleinberg, Dr. Pecorale, Mr. Swinson, Mr. Luecke & Mr. DeLuise.)**

(Dr. Steven Gittelman adjourned the meeting at 9:10 p.m.)

SG:ap

Attachments